

***A celebrity's name becomes public domain, to be used in ways they may not have imagined or becomes a catalyst for someone else's notoriety.***

It's one thing to be part of the public's consciousness when you find yourself larger than life, as celebrities and high profiles often do. However, it doesn't always end there.

Consider events so unusual that you find you are fodder for publications like "Funny Times" and "News of the Weird".

Consider this report:

#### Shania Twain Is Nothing But Trouble

- (1) Matt Brownlee, 33, with a long record as a drunk driver, was acquitted of criminal DUI charges in Ottawa, Ontario, after psychiatrists concluded that his latest accident was the result of a sincere belief that singer Shania Twain was helping him drive the car. (A 1996 brain injury might have given him a disorder in which he believes that celebrities communicate with him telepathically.)
- (2) Following a hung jury in England's Winchester Crown Court in April, Linda West faces retrial in the 2005 death of her husband, which she said was accidental, in that her gun slipped while she was energetically performing a Shania Twain number ("Man! I Feel Like a Woman") in what she described as the couple's sex game. [Canadian Broadcasting Corporation, 3-28-06] [Daily Telegraph (London), 3-30-06]

Celebrities become caricatures of their true selves. Unfortunately, the sentiment from the public is often "That's what happens when you're famous" or "If I had their money I wouldn't care what people thought about me" or some other equally flawed theory.

It's easy, maybe even comforting, to pretend that celebrities are some kind of sub human species, but the fact remains their lifestyles might be different than their adoring public's, but *they* are not. They learn to cope with their lives just as anyone does who experiences change. Marriage, a new home, a new career, starting a family. These events require us to modify our coping skills, draw on our talents and perseverance, change our points of view or centers of influence. Magnify that by the number of eyeballs that are scrutinizing high profiles and get an idea of how intense this can become.

This is why celebrities require a specific set of coaching skills in order to navigate their terrain. A keen empathy to their heightened visibility. Whether or not the above reports ever reach Shania's radar, or concern her in the least if they do, the reality is this is a way of life that most people would not even have to consider as an issue. Good, bad, or otherwise, names become public property.